



## RESOLUTION

### APPROVING A ONE-DAY SUSPENSION OF FARES TO PROMOTE PUBLIC RIDERSHIP OF THE CITY BUS SYSTEM.

WHEREAS, the City and County of Honolulu ("City") bus system ("TheBus") is an award-winning public transit system that provides scheduled, fixed-route service that is well-used by both residents and visitors; and

WHEREAS, over the years, even though already running a successful bus system, the City's Department of Transportation Services ("DTS"), in conjunction with bus operations contractor Oahu Transit Services, Inc. ("OTS"), has attempted to increase ridership and improve rider experience, by:

1. Making certain service changes, including replacing multi-part transfer tickets with uniform one-day passes, providing GPS-based real-time bus arrival information via smart phones, and moving bus stops to meet demand and improve rider safety.
2. Implementing modifications to various bus routes, including, recently, routes in Windward Oahu, as part of an effort to boost ridership and improve the effectiveness, efficiency, and convenience of bus rides.
3. Launching, on December 1, 2018, the HOLO card pilot project that will test and evaluate the City's first transit smart card, an account-based electronic fare system to be used by passengers on TheBus and, in the future, the City's rail transit system. This pilot project, with an estimated 3,000 participants, is expected to last no longer than six months and if deemed successful will culminate in an island-wide roll-out of the HOLO card program; and

WHEREAS, in order to inform the public, increase ridership, and magnify the impact of rider benefits like service changes, route modifications, and the roll-out of the new HOLO card program, the City, with the Council's approval, may implement suspension of fares promotions. Specifically, Section 13-2.6(a)(1), Revised Ordinances of Honolulu 1990 ("ROH"), provides that the Council may suspend the fare structure, or any part thereof, of the City bus system for a period not exceeding one week, provided, that any such suspension does not decrease the total average monthly fare collection when full fares are collected, by more than five percent; and that such suspension be for the purpose of promoting the public ridership of TheBus system; and



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WHEREAS, the Council finds that a one-day suspension of fares promotion, during a designated one-month period, that targets initiatives and rider benefits such as recently restructured routes, positive service changes to TheBus, and the implementation of the new HOLO card program may encourage greater ridership and facilitate the continued success and evolution of the City's public transit system; and

WHEREAS, the Council further finds that the one-day suspension of fares promotion will promote public ridership and is not anticipated to decrease the total monthly fares collected by more than five percent and thus will comply with ROH Section 13-2.6(a)(1); now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that it hereby approves a one-day suspension of fares to promote public ridership on the City bus system; and

BE IT FURTHER RESOLVED that at least 30 days prior to the implementation of this one-day suspension of fares promotion, the Department of Transportation Services shall provide the Council with the following information in writing:

1. Details regarding the specific service changes, route modifications, HOLO card benefits, or any combination of these promotional features or other bus system features that will be the focus of the promotion.
2. The designated one-month period during which each HOLO card user can choose any one day to activate the HOLO card suspension of fares promotion and ride free of charge on that day.
3. Updated information on the HOLO card program, as applicable, including the following:
  - a) How individuals, families, and groups will be selected and targeted for HOLO card patronage prior to, and during, the promotion,
  - b) How HOLO cards will be distributed to the target market and the total number of HOLO cards the department anticipates distributing for the promotion, and
  - c) In accordance with ROH Section 13-2.6(c), the identification of whether DTS, OTS, or a third party consultant will complete the report required for submission by DTS to the Council; and



# CITY COUNCIL

CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII

No. 19-44, CD1

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BE IT FURTHER RESOLVED that in accordance with ROH Section 13-2.6(c), within 60 days following the one-day suspension of fares promotion date, the Department of Transportation Services shall submit a report to the Council that includes, but is not limited to, the following information:

1. Community benefits gained as a result of the promotion, with the identification of criteria, measures, and parameters used to determine the resulting gain.
2. Data on ridership before, during, and after the promotion.
3. An assessment and evaluation of the overall success of the promotion, and the identification of criteria used to measure success, including but not limited, to increased ridership.
4. Recommendations on any future actions or promotions, or both, that can and should be implemented; and



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BE IT FINALLY RESOLVED that copies of this resolution be transmitted to the Mayor, the Managing Director, and the Director of Transportation Services.

INTRODUCED BY:

Brandon Elefante

Ikaika Anderson

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DATE OF INTRODUCTION:

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February 25, 2019  
Honolulu, Hawaii

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Councilmembers

CITY COUNCIL  
CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII  
C E R T I F I C A T E

RESOLUTION 19-44, CD1

Introduced: 02/25/19 By: BRANDON ELEFANTE  
IKAIKA ANDERSON Committee: BUDGET

Title: RESOLUTION APPROVING A ONE-DAY SUSPENSION OF FARES TO PROMOTE PUBLIC RIDERSHIP OF THE CITY BUS SYSTEM.

Voting Legend: \* = Aye w/Reservations

03/27/19	BUDGET	RESOLUTION POSTPONED IN COMMITTEE. 6 AYES: FORMBY, FUKUNAGA, MANAHAN, MENOR, PINE, TSUNEYOSHI.
04/24/19	BUDGET	RESOLUTION POSTPONED IN COMMITTEE. NOTE: COUNCILMEMBER WATERS TOOK OFFICE ON MONDAY, MAY 6, 2019. CC-173 ANDERSON - COUNCIL STANDING COMMITTEE ASSIGNMENTS.
05/20/19	SPECIAL BUDGET	CR-159 - RESOLUTION REPORTED OUT OF COMMITTEE FOR ADOPTION AS AMENDED IN CD1 FORM. 3 AYES: ELEFANTE, MENOR, WATERS. 2 EXCUSED: MANAHAN, PINE.
06/05/19	COUNCIL	CR-159 AND RESOLUTION 19-44, CD1 AS AMENDED WERE ADOPTED. 9 AYES: ANDERSON, ELEFANTE, FUKUNAGA, KOBAYASHI, MANAHAN, MENOR, PINE, TSUNEYOSHI, WATERS.

I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this RESOLUTION.

  
GLEN I. TAKAHASHI, CITY CLERK

  
IKAIKA ANDERSON, CHAIR AND PRESIDING OFFICER